

to know that we can expect a certain level of style from our favorite hotspots whether we're looking for couture-style fabrics or the more practical.

What Makes Us Choose the Clothes we Wear?

How amazing is it that we have an innate skill of pulling out a masterpiece amongst a heavily packed rack of clothing just by a glimpse of a hemline or a tiny peep of a sleeve poking out. We are all attracted to different elements and styles and that's why boutique shopping is the chic thing to do and so many boutiques can co exist to service our desires. The diversity of boutique houses around the Peninsula do their utmost...and it is in their best interests ... to house an array of individual and original labels that are each distinguishable from each other. I am yet to discover any one of them with overlapping labels and that's a real feat in itself showing a real responsibility to their clients.

The fashion world is in a bubble of its own making its own rules and values and we consume it at all levels based on its worth to us individually.



Geoff Bade

Why Not Explore the Peninsula and find your Little Fashion Haven

Maybe you will love the gorgeous American and European imports of both **Deuxieme Souffle** and **Euro Collections** or the top end designer labels of **Fiona's of Mornington** as well as **Cliente** and **Elle** boutiques of Mt Eliza. If vintage is your style you can't surpass **Yoko's** elegance and for an eclectic mix of fashion for the contemporary lady, **House of Bird, Kudai** and **French Vanilla** will definitely delight the senses. Definite stand outs **Beach Road** and **Geoff Bade** of Mornington along with **Ab Fab** and **Janne of Flinders** will add that certain flair and sophistication to the modern confident woman... and man of today. If you are looking for the one off, check out **Lisa Taranto's** website, a Peninsula Girl and fantastic designer her new line, dancing through the vineyards, is now online.

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